



Brand Guidelines

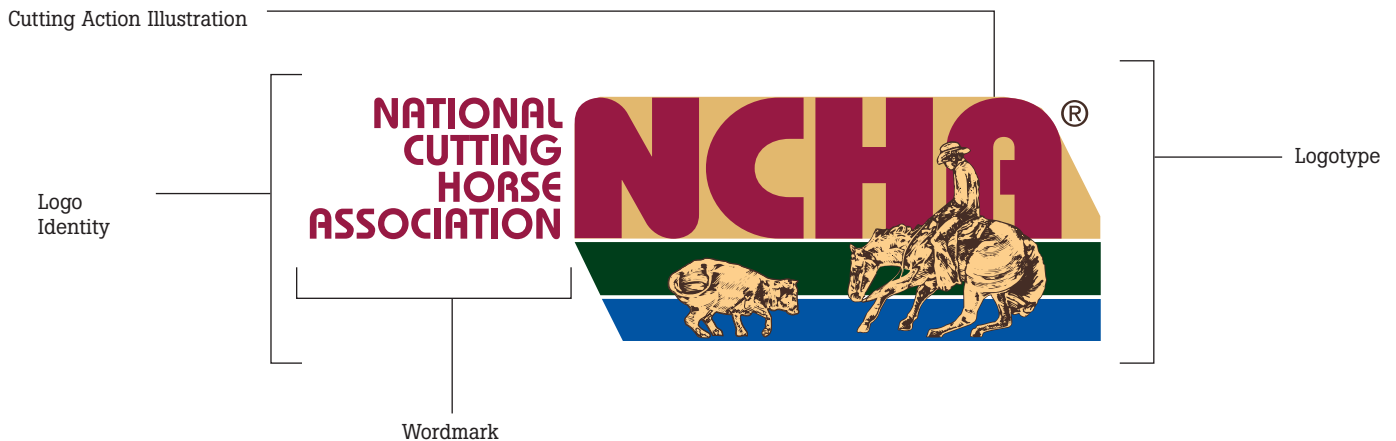


Contents

- 4 NCHA Logos
- 10 NCHA 70th Anniversary
Logo Lockup
- 12 Color Palette
- 14 Font
- 14 Internal Communications
- 15 Photography
- 16 NCHA Event Logos

Current Logo

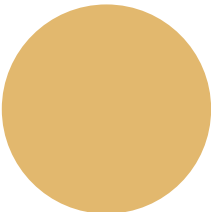
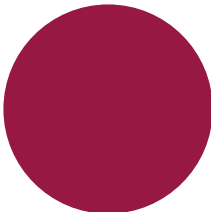
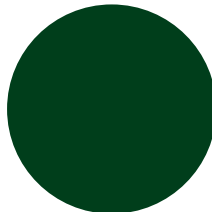
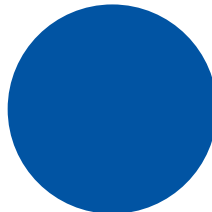
Our current logo has a prominent “NCHA” in sans serif lettering and illustration of a cowboy in the act of cutting a cow from a herd. The wordmark “National Cutting Horse Association” on the left of the logotype is the full version of the initialism. The logotype is an alternate logo used in situations in which the viewer readily knows its meaning or the legibility of the wordmark portion is compromised.



Logo Colors

The approved colors of the logo components are shown here.

- **PMS** (Pantone Matching System) color is used for traditional printing and is an actual ink color.
- **CMYK** refers to the percentages of cyan, magenta, yellow and black used to build the PMS color in 4-color process printing and digital printing. The CMYK percentages are used for print when PMS 7595 & PMS 2945 cannot be used.
- **RGB** percentages are used for screen or web.
- **HEX** formulas are used for web.

			
CMYK 0 / 20 / 60 / 12	CMYK 0 / 92 / 36 / 44	CMYK 80 / 0 / 80 / 80	CMYK 100 / 72 / 0 / 4
RGB 226 / 184 / 110	RGB 157 / 27 / 67	RGB 0 / 63 / 30	RGB 0 / 63 / 30
HEX e2b86e	HEX 971b43	HEX 003f1e	HEX 0054a2

Logo Versions

Preferred

FOUR COLOR

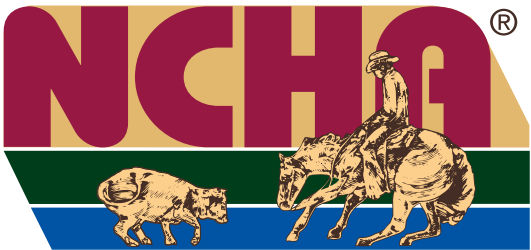


ONE COLOR



Alternate (no wordmark)

FOUR COLOR



Alternate (no illustration)

FOUR COLOR



Secondary Logo

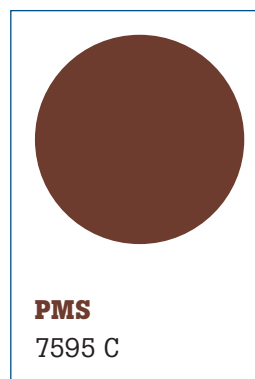
Our logo recalls the Western heritage of the National Cutting Horse Association, with its prominent “NCHA” arched slab serif lettering and reversed silhouette of a cowboy in the act of cutting a cow from a herd. The wordmark “National Cutting Horse Association” underneath the logotype is the full version of the initialism. The logotype is an alternate logo used in situations in which the viewer readily knows its meaning or the legibility of the wordmark portion is compromised.



Logo Colors

The approved colors of the logo components are shown here.

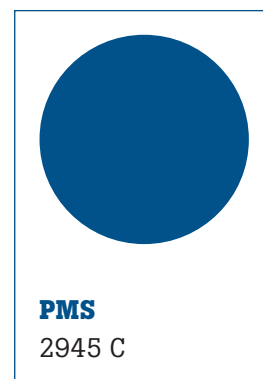
- **PMS** (Pantone Matching System) color is used for traditional printing and is an actual ink color.
- **CMYK** refers to the percentages of cyan, magenta, yellow and black used to build the PMS color in 4-color process printing and digital printing. The CMYK percentages are used for print when PMS 7595 & PMS 2945 cannot be used.
- **RGB** percentages are used for screen or web.
- **HEX** formulas are used for web.



CMYK
38 / 74 / 76 / 41

RGB
111 / 61 / 48

HEX
6f3d30



CMYK
100 / 74 / 20 / 5

RGB
0 / 81 / 138

HEX
00518a

Logo Versions

Preferred

TWO COLOR
PMS 7595 C (Brown)
PMS 2945 C (Blue)



ONE COLOR OPTION 1
PMS 7595 C



ONE COLOR OPTION 2
Black



REVERSED
The logo may be reversed out of a solid or photographic background as long as the background is dark enough to make the logo visible.

Alternate

ONE COLOR
PMS 7595 C



ONE COLOR OPTION 2
Black



REVERSED
The logo may be reversed out of a solid or photographic background as long as the background is dark enough to make the logo visible.

Logo Application

Logo Clear Space Requirements

Clear space is the amount of visual padding around the NCHA logo that helps it stand out from its surroundings. Clear space plays an important role in protecting the logo from other elements, such as text and pictures, improving legibility and clarity.

The appropriate clear space surrounding the logo should always be at least the height of the cow silhouette in NCHA on all sides. This spacing should be observed on all applications. Whenever possible, the NCHA logo should be placed in a clutter-free space, in a prominent position.

This clear space requirement also applies to the alternate logo version.



This demonstrates the amount of space that should be kept between the logo and any element or copy block.

Minimum Size



Applying the Logo

Make sure the logo is always scaled proportionally and left unchanged. In addition to the restrictions shown on the following page:

- Don't add anything to the logo.
- Only use the color or black logos on a white or light background.
- Only use the reversed logos on dark backgrounds.
- Only reverse the logo by using the options given.

Do not use the NCHA wordmark portion by itself.

All uses of the logo, logotype and dove on new products, such as promotional items or printed pieces, must be reviewed and approved by Chief Marketing Officer Terry Bassett. For approval or to ask additional logo usage questions, contact:

Terry Bassett

817.244.6188 ext.127

tbassett@nchacutting.org



NEVER redraw or change the logo



NEVER recreate the logo using a different font



NEVER change the logo colors,
even if they are specified brand colors



NEVER stretch the logo or squish it
to fill a shape



NEVER place the logo at an angle



NEVER separate the elements of the logo



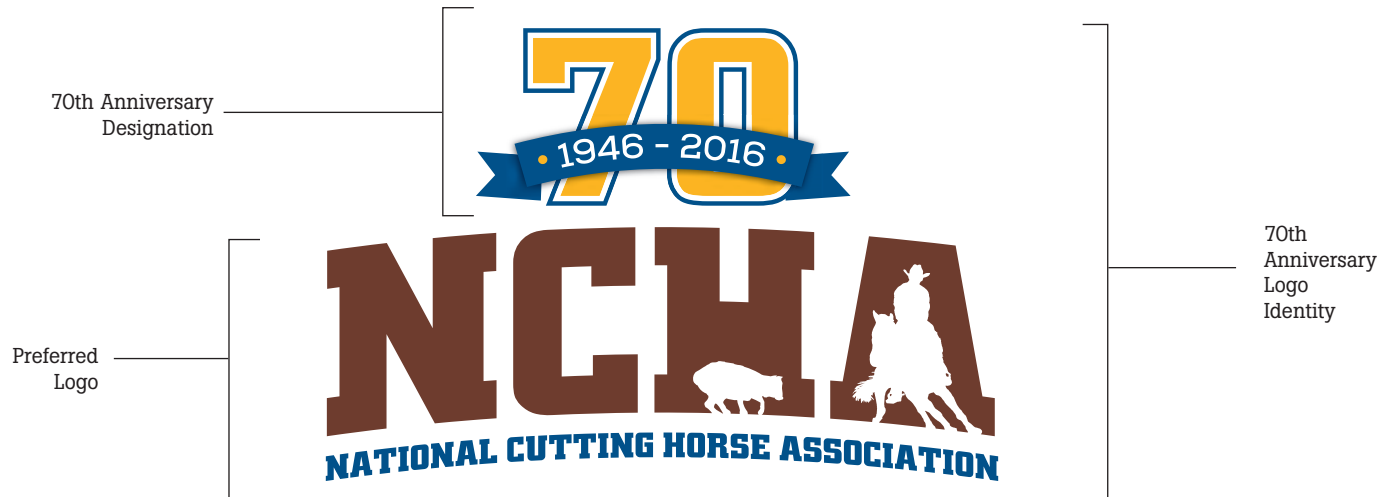
NEVER display the logo over a busy or
complicated background



NEVER use the wordmark portion of the logo by itself

Anniversary Logo

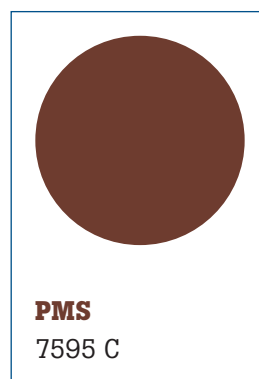
Our 70th Anniversary logo was created to celebrate the National Cutting Horse Association's formation in 1946. It features the NCHA preferred logo with the addition of the number "70" and an overlay banner with a drop shadow and the years 1946-2016. There is also a flat version without the drop shadow. The 70th Anniversary NCHA logo will be used when appropriate only during the calendar year 2016. The same clear space and application restrictions apply to the 70th logo.



Anniversary Logo Colors

The approved colors of the 70th Anniversary logo components are shown here.

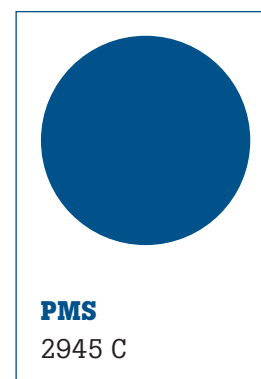
- **PMS** (Pantone Matching System) color is used for traditional printing and is an actual ink color.
- **CMYK** refers to the percentages of cyan, magenta, yellow and black used to build the PMS color in 4-color process printing and digital printing. The CMYK percentages are used for print when PMS 7595 & PMS 2945 cannot be used.
- **RGB** percentages are used for screen or web.
- **HEX** formulas are used for web.



CMYK
38 / 74 / 76 / 41

RGB
111 / 61 / 48

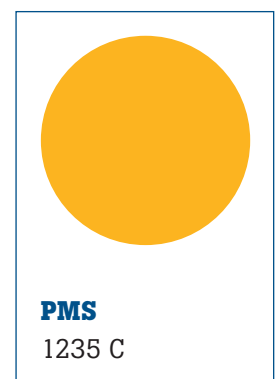
HEX
6f3d30



CMYK
100 / 74 / 20 / 5

RGB
0 / 81 / 138

HEX
00518a



CMYK
0 / 32 / 96 / 0

RGB
252 / 181 / 33

HEX
fcb521

Logo Versions

Preferred

THREE COLOR

PMS 7595 C (Brown)

PMS 2945 C (Blue)

PMS 1235 C (Yellow)



With drop shadow



Without drop shadow



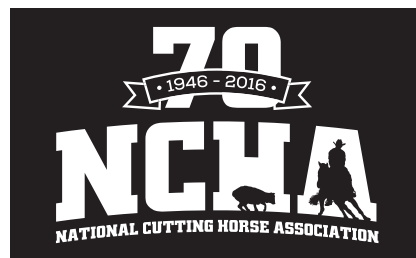
ONE COLOR OPTION

Black with drop shadow



ONE COLOR OPTION

Black no drop shadow



REVERSED

Alternate

The alternate logo is the preferred version without the wordmark portion of the logo.



With drop shadow



Without drop shadow



ONE COLOR OPTION

Black with drop shadow



ONE COLOR OPTION

Black no drop shadow



REVERSED

Color Palette

Primary

The primary palette is the NCHA organization colors. They are the 2 colors found in the logo, and can be combined with the accent colors.

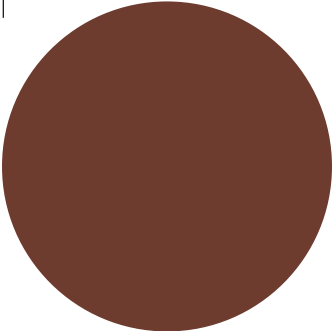
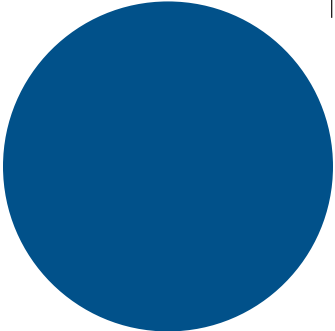
Secondary

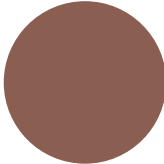
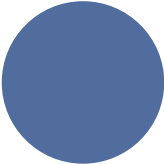
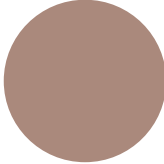
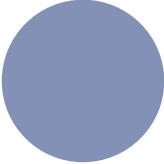
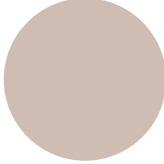
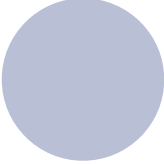


The secondary colors are used on all NCHA materials as needed. When designing for these specific materials, these colors may be combined with the primary colors.

Tints

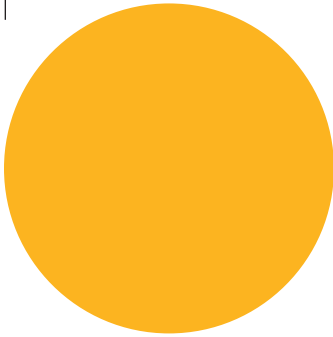
The tints colors are screened versions of the NCHA complete color palette. They are used as accents to reinforce the NCHA brand.

PRIMARY COLORS

	
PMS 7595 C	PMS 2945 C
CMYK 38 / 74 / 76 / 41	CMYK 100 / 74 / 20 / 5
RGB 111 / 61 / 48	RGB 0 / 81 / 138
HEX 6f3d30	HEX 00518a

TINTS	75%		
	50%		
	25%		
	10%		

SECONDARY COLORS



PMS
1235 C

CMYK

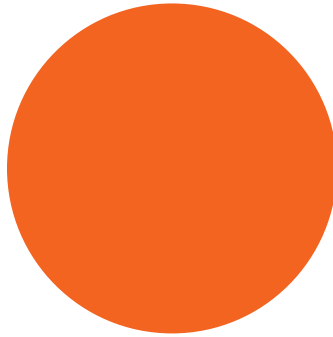
0 / 32 / 96 / 0

RGB

252 / 181 / 33

HEX

fc521



CMYK

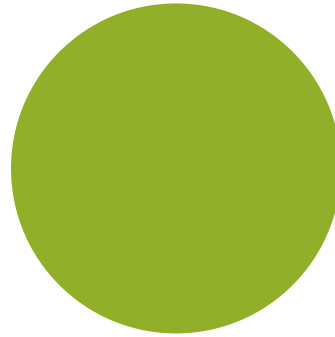
0 / 75 / 100 / 0

RGB

242 / 101 / 32

HEX

f26522



CMYK

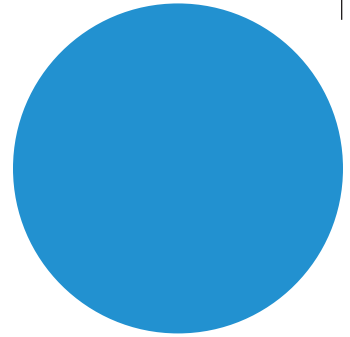
35 / 0 / 100 / 20

RGB

146 / 175 / 34

HEX

92af2b



CMYK

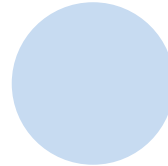
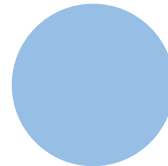
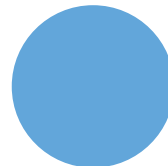
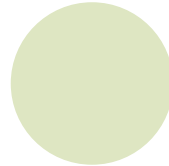
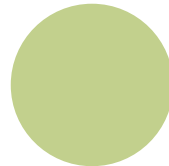
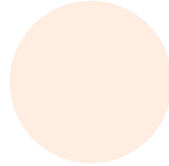
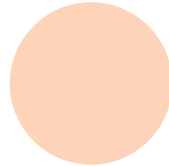
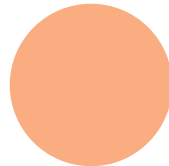
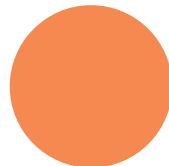
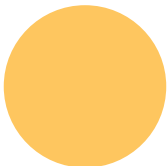
78 / 30 / 0 / 0

RGB

17 / 146 / 209

HEX

1192d1



Font

Out-of-House Use

Boton

Print Use: The font **Boton** balances and complements the NCHA identity. The slab serif feature of this typeface pays homage to the organization's deep roots in Western heritage. This is the NCHA primary font and should be used whenever possible on print pieces. It is meant for use as titles, headlines or body copy on all marketing materials.

Web Use: When using Boton on the web, use for headlines, and not body copy. Research shows that a sans serif font, such as Open Sans, is more legible when viewing digitally. The opposite is true in print pieces.

Boton

Regular
Regular Italic
Medium
Medium Italic
Bold
Bold Italic

Open Sans

Print Use: The font **Open Sans** balances and complements the primary font, Boton, when used in print. It is used for headlines, subheads, sidebars or any other text needs to be different than the primary font. Do not use for large amounts of body copy.

Web Use: Open Sans is compatible with most online applications and is well suited to screen body text readability. It is used as the primary font for body copy and subheads on our website. For headlines on the web use Boton (shown above).

Open
Sans

Regular
Italic
Bold
Regular

Black Rose

Specialty Script: The script font **Black Rose** is a display typeface used in some marketing materials. Its casual, dynamic, brushed and hand-lettered look goes well with the NCHA wish to emphasize our Western heritage and the action in the sport of cutting.

Black Rose

General In-House Use

Georgia

On in-house computers, use the **Georgia** typefont for materials such as emails, documents, memos and PowerPoint presentations.

Georgia

Regular
Italic
Bold
Bold Italic

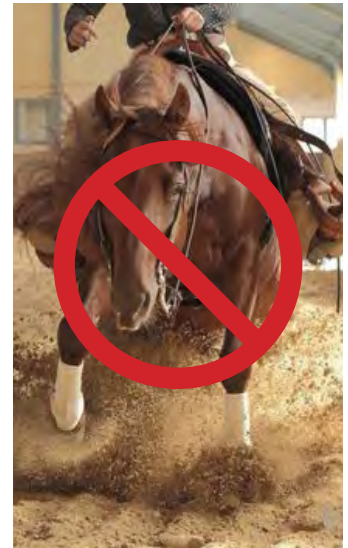
Photography

The truest representation of the NCHA brand is communicated through the use of quality photography. These captured moments in cutting allow the audience to connect with the sport.

The photography style is dynamic and action-oriented when depicting the cutting action, showing both the horse and the rider as a synchronous pair.



When showing the sport of cutting, always show equal parts of the the horse and rider. **Do not** crop out the rider and only show the horse in action.



NCHA Event Logos

NCHA events often call for a logo to be created incorporating the sponsoring company's logo and colors. In order to keep the integrity of our brand and accommodate the sponsor's own brand, we build each event logo around the NCHA logo. The only requisite is to feature the NCHA logo prominently in order to identify the event as an NCHA event. Below are samples of how we can incorporate in a sponsor's logo/name into the event logo and still retain the NCHA brand. Clear space rules do not apply to the NCHA logotype in this application.

Sponsor
Logo/Name



Sponsor
Logo/Name





**National
Cutting Horse
Association**

260 Bailey Avenue
Fort Worth, TX 76107

nchacutting.com

